DAYTONA BEACH INTERNATIONAL AIRPORT

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Update

February 2006

United Express launches new Washington Dulles service

A new airline has arrived in Daytona Beach.

United Airlines' United Express began daily nonstop jet service between Daytona Beach and Washington Dulles International Airport February 8. A third Saturday nonstop flight to Washington's Dulles International Airport (IAD) was added to the carrier's schedule February 11.

"This is excellent news for the community, our airport and the traveling public," said Volusia County Chair Frank Bruno. "We will do everything possible to ensure this is a successful business relationship that will grow with our community in the future."

Dulles is a major United Airlines hub just outside Washington D.C. serving an

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NEW CARRIER UNITES DAYTONA BEACH, WASHINGTON
Nation's second largest airline now offers nonstop service to Washington - Dulles

A NEW 'RESIDENCE' FOR VOLUSIA COUNTY VISITORS
Airport's third hotel property opened in time for Speedweeks 2006

Land development progresses at DBIA

The Volusia County Council has approved a 40-year lease with the Volusia County School Board for 39.75 acres at the airport, completing a land deal between Embry-Riddle Aeronautical University and the Volusia County School Board.

"We are proud of this land agreement, and our County will benefit greatly in the future," said Stephen Cooke, Director of Business Development. "There is also a discussion with the School Board concerning an access road to connect Clyde Morris Boulevard with Bellevue Avenue".

In other construction news, the new Marriott Residence Inn opened in time for Speedweeks 2006 (February) and the perimeter road project is proceeding on schedule, with some areas to be worked on in cooperation with Daytona International Speedway.

The County Council also has approved an agreement to purchase 138 acres on Beville Road from Norpak Corporation.

DBIA, community welcomed United Airlines February 8

A crowd of nearly 100 citizens, well-wishers and news media gathered February 8 to welcome back United Airlines to Daytona Beach on its first day of service to Washington Dulles International Airport.

The crowd of excited onlookers welcomed the new carrier which returned after a 16 year hiatus from Daytona Beach service. A ceremony was led by Volusia County Council Vice-chair Joie Alexander and included welcoming remarks from DBIA's Director of Business Development Stephen Cooke and United Airlines Regional Properties Director Mike Matthews.

Supporters present included the Daytona Beach Area Convention and Visitors Bureau, West Volusia Tourism Advertising Authority and Southeast Volusia Advertising Authority. The tourism authorities were key in funding a $200,000, 120-day marketing campaign promoting United Airlines' new service to Washington Dulles International Airport.

Following the ribbon-cutting ceremony, the first inbound 50-seat Canadair jet was given a dramatic and visually impressive welcome from Volusia County Fire Services as two pumper trucks greeted the jet from the runway with an water salute upon its entrance to the Gate 5 area from Taxiway November 5. The carrier's first inbound flight to Daytona Beach International Airport was full.

CUTTING A RIBBON AND ADDING SERVICE
Council members Joie Alexander, second from right, and Art Giles, right, welcome United

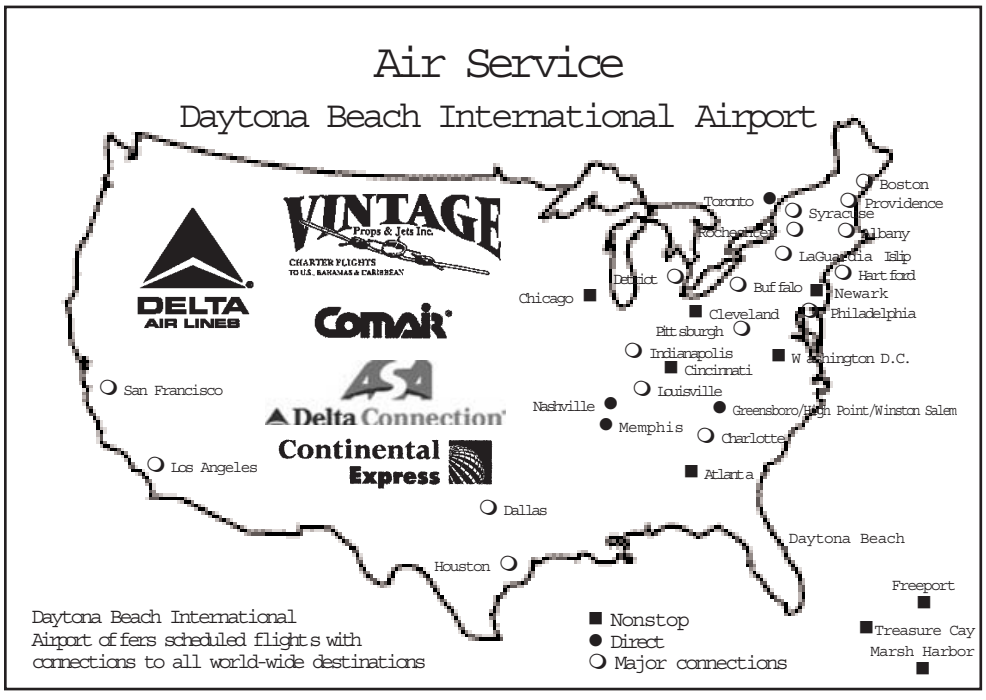
For more information about the many flights, connecting cities and travel amenities available at Daytona Beach International Airport, please visit www.flydaytonafirst.com.

United Saturday service to Chicago's O' Hare began February 11

United Airlines recently announced new nonstop seasonal Saturday service between Daytona Beach International Airport and Chicago's O'Hare International Airport.

The new Saturday service commenced February 11 and is scheduled to end April 15, depending on demand. The Chicago flight will depart O'Hare at 10:50 a.m. and arrive in Daytona Beach at 2:20 p.m. The aircraft will depart Daytona Beach at 2:50 p.m. and arrive in Chicago at 4:40 p.m.

O'Hare International Airport is United's principal U.S. hub with numerous domestic and international connections daily.



United

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extended region that includes Washington D.C., Baltimore and the northern Virginia area.

Tickets can be purchased at United.com. DBIA also is offering United passengers free parking for travel through August 7. Parking passes are available upon check-in.

The first daily flight departs DBIA at 9:10 a.m. and arrives in D.C. at 11:18 a.m. The second daily flight departs DBIA at 11:50 a.m. and arrives at 1:58 p.m. The first daily flight from D.C. arrives at DBIA at 11:15 a.m. A second daily departure from D.C. leaves at 7:20 p.m. and arrives at DBIA at 9:34 p.m.

The new Saturday flight to D.C.from DBIA will increase service to three departures to D.C. on Saturdays. This flight will depart D.C. at 12:50 p.m. and arrive at DBIA at 3:04 p.m. The flight will depart DBIA at 3:35 p.m. and arrive in D.C. at 5:43 p.m.

Local advertising authorities help DBIA promote new air service

It takes a lot to market new airline service, and DBIA has received support for its latest endeavor thanks to the leadership of the area's advertising authorities.

A recently implemented marketing campaign, which continues through April and beyond, promotes the new United Airlines service from Daytona Beach to Washington Dulles – an area research has shown to be one of DBIA passengers' top destinations.

A cooperative $200,000 marketing and advertising campaign was supported financially by the airport and the Halifax Area Advertising Authority, the Southeast Volusia Advertising Authority, and the West Volusia Tourism Advertising Authority.

"The support of the advertising authorities is greatly appreciated, and greatly needed," said Stephen Cooke, the airport's Director of Business Development. "To promote the service properly, we needed to market it effectively in the Daytona Beach area and Washington D.C. With their help, I believe we are doing just that."

The advertising agency recruited to assist in the development of creative materials was Lord & Lasker, Inc., Ormond Beach. Campaign elements included heavy print advertising; outdoor billboards; radio advertising, promotions and endorsements; and vacation package promotions with local businesses. United Airlines' marketing staff also assisted with advertisement designs.

IF YOU ASK THEM, THEY WILL COME
Lord & Lasker, Inc., assisted in marketing campaigns for the new United service

"Helping our airport succeed benefits all of Volusia County," said Steve Dennis, president of the Southeast Volusia Chamber of Commerce and chair of DBIA's Air Service Development Working Group. "It's encouraging to see all areas of the county work together to promote its services."

DBIA passengers weather ups and downs of 2005

In spite of airline layoff threats and an economy recovering from the devastation of hurricanes Katrina and Wilma, 2005 ended on a comfortable note at Daytona Beach International Airport.

In 2005, the airport secured new service with United Airlines, and continued service with Delta Air Lines, its flagship carrier, Continental Express and Vintage Props & Jets. And during the busy winter season, Continental Express upgraded from 50-passenger regional jets to 112-passenger Boeing 737-500 aircraft for its daily nonstop service to Newark / New York.

Passenger traffic in 2005 was healthy despite rising fuel costs and a distressed industry, though it did feel the pinch.

During December, 40,840 passengers traveled through the airport. This compares to 49,429 in December 2004. For the 12-months ending December 31, 615,841 passengers passed through the County-operated airport as compared with 631,038 passengers in 2004, a 2.4 percent decline.

Airport officials said December's traffic downturn is the result of Delta's 22 percent reduction in available seat inventory in Daytona Beach. Delta, the airport's primary carrier, filed for bankruptcy protection in late 2005.

DBIA TERMINAL BUSTLES WITH BUSINESS IN 2005
More than 615,000 passengers traveled through DBIA in the past year

Airport Director Dennis McGee noted the year end traffic was about the same as last year and expressed optimism the new United Airlines service would increase traffic in 2006. "Overall, we continue to be optimistic about the airport's future growth," he said.

County upgrades DBIA fire station to Advanced Life Support

The Daytona Beach International Airport fire station now offers advanced life support (ALS) as a part of its emergency medical services. Volusia County Fire Station 17 was upgraded from basic life support (BLS) to ALS in mid-December.

Over the last five years, the County has more than tripled the number of its ALS fire stations, according to Fire Chief Jim Tauber. Volusia County Fire Station 17, 2316 Bellevue Ave., Daytona Beach, is on the south side of the Daytona Beach International Airport property. The station provides aircraft rescue and firefighting (ARFF) services to DBIA and fire-rescue and EMS services in the unincorporated areas adjacent to the airport with a structural fire-rescue engine.

"Numerous motor vehicle crashes occur on I-95, I-4, and other busy highways that are served by the station," said County Deputy Fire Chief Stephen Plummer. "With ALS now available, the responding crews can begin administering advanced levels of care, right away. That really can make a difference with traumatic injuries."

The upgrade to ALS means the structural engine will be staffed 24-hours-a-day with a paramedic and two emergency medical technicians (EMTs). Paramedics can provide advanced cardiac and respiratory care, involving the use of special diagnostic equipment and the delivery of certain medications. It also means other advanced medical procedures may be provided to patients, including those suffering traumatic injuries.

ADVANCED LIFE SUPPORT UPGRADE AT DBIA
Volusia County Fire Services' DBIA station adds service for airport and surrounding area

This publication produced by Volusia County Community Information for Daytona Beach International Airport. Paid for with Airport revenues.

Volusia County FLORIDA

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